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PRESS RELEASE



WELCOME TO MILAN(ISMO): PUMA & AC MILAN REVEAL THE 24/25 THIRD KIT

Herzogenaurach, Germany, 22nd August, 2024 — Global sports company PUMA and AC Milan have today unveiled the Club's Third kit for the 2024/25 season, showcasing a fresh take on the Club's iconic style that embodies the spirit of Milanismo.

AC Milan's culture thrives on creativity and vibrant colors. The new Third kit brings fresh, new colors to the pitch, adding a whole new layer of meaning to the beautiful game. The unique new 24/25 Third kit features a shadow grey base color with a fresh mint collar and sleeves, with grape mist details on the collar – including a monochromatic version of the Club crest – to express the inherent Milanese style in a way that's both new and distinctly Rossonero, even in the absence of Rosso or Nero. Welcome to Milan(ismo).

Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel, added: "The 24/25 Third kit embodies the unique blend of tradition and innovation that defines

AC Milan and connects with the Club's youthful fanbase to create something new and unique. We aimed to create a jersey that stands out while staying true to the Club's identity. This kit reflects the bold and sophisticated spirit of Milanismo and is designed to perform at the highest levels."

Maikel Oetle, Chief Commercial Officer of AC Milan, commented: "This new Third kit developed by PUMA is a bold statement of what Milanismo stands for - innovation, elegance, and a deep connection to our City's heritage. We are excited to see our players and fans alike embracing these colors, which represent a modern twist of our Club's identity. Partnering with PUMA allows us to continue pushing boundaries, not just in style, but in sustainability, as we aim to lead by example both on and off the pitch."

The 24/25 Third kit is available in both Authentic and Replica versions. The Authentic jersey, worn by the players, is crafted with PUMA's ULTRAWEAVE fabric, designed to reduce weight and friction, ensuring elite-level performance. The Replica jersey offers the same striking design with a more relaxed fit, perfect for both game days and everyday wear. Both versions incorporate PUMA's dryCELL sweat-wicking technology to keep fans and players dry and comfortable.

Reflecting PUMA's commitment to sustainability, the Replica jerseys are made using the RE:FIBRE initiative, utilizing recycled textile waste to create new materials without compromising quality. Containing at least 95% recycled textile waste and other used polyester materials, this initiative represents a significant step towards a more circular and sustainable production process for football jerseys.

For the first time in Club football, RECYS technology will enable PUMA and AC Milan to apply the world's first fully recyclable heat transfer for names and numbers to every 24/25 Third kit, while still meeting the highest required performance standards. This continues to build on PUMA and AC Milan's sustainability goals as they continue to promote a more sustainable future.

The new 24/25 AC Milan Third kit will debut on pitch when AC Milan's Men's First Team takes on Parma in the Stadio Ennio Tardini on the 24th August.

The AC Milan Third kit is available from PUMA stores, PUMA.com, the AC Milan Official Stores, store.milan.com, and select retailers worldwide from Thursday 22nd August.

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling, and marketing footwear, apparel, and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.